

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 090710Z APR 76
FM AMEMBASSY BUDAPEST
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC 5751
AMEMBASSY VIENNA

UNCLAS BUDAPEST 1150

FOR BLAIR THOMPSON AND JIM ROBB, BEWT

EO 11652; N/A

TAGS: BEXP HU

SUBJECT: SEVENTH PROGRESS REPORT - BUDAPEST SPRING FAIR

1. ACTIVITIES SCHEDULED FOR WEEK ENDING APRIL 9 ON TARGET
WITH THE EXCEPTION OF (A)SDIRECT MAIL CAMPAIGN AND (B)
THE PERSONAL CALL CAMPAIGN.

2. THE DIRECT MAIL CAMPAIGN WAS HELD UP BY DELAY IN PRE-
PARATION AND PRINTING OF FLYER.

3. DUSEX HAS TAKEN TRANSLATED FLYER MATERIAL TO VIENNA
PJINTEJ, AFD IS ASSURED PROOFS WILL BE READY MONDAY.
UNLESS MAJOR CHANGES ARE REQUIRED, FLYERS SHOULD BE
COMPLETED BY END OF THAT WEEK AND WILL BE MAILED BEGINNING
OF FOLLOWING WEEK.

&. THE PERSONAL CALL CAMPAIGN HAS NOT STARTED, BECAUSE WE
DO NOT HAVE SUFFICIENT PRODUCT LITERATURE TO MAKE SUCH CALLS
WORTH WHILE. WE ARE PREPARING INDIVIDUAL SHEETS ON COMPANIES
FOR WHICH WE DO NOT HAVE PRODUCT LITERATURE BASED
ON FIRMATION WE COLLECTED FOR THE FLYER. THE CAMPAIGN
HAD TO BE POSTPONED FOR ONE WEEK FOR THAT REASON AND WILL
START NEXT WEEK.

5. COMMERCIAL OFFICER, BACHMANN, IS SENDING PRESS RELEASES
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AND EXHIBITOR LISTS WITH PRODUCT IDENTIFICATION TO COMMERCIAL

OFFICERS IN THE FOLLOWING COUNTRIES: AUSTRIA, CZECHOSLOVAKIA, ROMANIA, BULGARIA, AND POLAND. OFFICERS AT THESE POSTS ARE BEING REQUESTED TO PUBLICIZE THE EVENT IN THEIR OWN COMMERCIAL NEWSLETTERS, OR THROUGH OTHER CONTACTS THEY MAY HAVE.

6. DURING THE MEETING WITH MR. LASZLO SUMEGI, MANAGER OF THE FOREIGN RELATIONS DEPARTMENT OF THE FAIR AUTHORITIES, D.O. ARRANGED FOR INTERVIEWS WITH INTERPRETERS AND OTHER LOCAL PERSONNEL TO BE HIRED FOR THE U.S. EXHIBITION. THE INTERVIEWS HAVE BEEN SCHEDULED FOR APRIL 15.

7. WE HAVE NOT RECEIVED NEW EXHIBITION LAYOUT, BUT NECESSITY TO PUBLISH FLYER COMPELLED US TO SETTLE ON THE FOLLOWING NUMBERS FOR THE BOOTHS. ASSIGNMENTS ARE BASED ON INFORMATION RELAYED IN YOUR CABLE OF APRIL 2, USDOC 05644. BOOTH NUMBERS WILL BE AS FOLLOWS: BOOTH NO 1-RUCKER SHAFFER, NO 2-CYANAMID, NO 3-CRAWFORD, NO 4-MODICOM, NO 5-INGERSOLL RAND, NO 6-ORION, NO 7-BLANDORD, NO 8-GARLOCK, NO 9-PAN AM, NO 10-VIKING, NO 11-DU PONT, NO 12-VISHAY.

A8. PAN AM HAS GENEROUSLY SUPPLIED LARGE QUANTITY OF LOUNGE SUPPLIES, AND POSTERS. ADDITIONALLY, THEY HAVE OFFERED TO MAKE A UNIFORMED HOSTESS AVAILABLE TO PROVIDE AIRLINE TICKET SALES AND RESERVATIONS FOR OUR EXHIBITORS. RECOMMEND PAN AM BE SITUATED IN STAND 9. THIS WOULD THEN DO ENHANCE THE DESIGN LAYOUT AND LESSEN THE AMOUNT OF WALL SPACE. SINCE COMMERCE FREQUENTLY MAKES SPACE AVAILABLE TO SERVICE GROUPS, WE FEEL IT WOULD BE JUSTIFIABLE IN THIS INSTANCE. PLEASE ADVISE ASAP IF YOU APPROVE. IF YOU FIND THAT PROPOSAL IMPOLITIC, WE CAN ENCLOSE THE AREA SO THAT THE SERVICES WOULD STILL BE AVAILABLE TO OUR EXHIBITORS. COSMETICALLY SPEAKING, WE FEEL TO PUT THEM IN STAND 9 WOULD BE MORE DESIRABLE.

9. DOCUMENTATION REMAINS AS REPORTED LAST WEEK EXCEPT INGERSOLL RAND WHO SENT FORMS DIB-66 AND DUB-426 FROM VIENNA. ALSO RECEIVED DU PONT BROCHURES. WE ARE AWARE OF HEAVY WORKLOAD IN WASHINGTON, AND DIFFICULTIES OF GETTING DOCUMENTATION AND BROCHURES, BUT THIS ACTIVITY IS BECOMING INCREASINGLY CRITICAL. WE WOULD APPRECIATE UNCLASSIFIED

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YOUR CONTINUED GOOD EFFORTS TO PRESS LAGGARD EXHIBITORS TO FORWARD MATERIALS. WE ESPECIALLY NEED COMPANY LITERATURE TO CONDUCT OUR PROMOTIONAL CAMPAIGN.

10. WE HAVE FORWARDED ADAMS' DESIGN FOR REINFORCING A-2 SYSTEM TO INTERPUBLIC TO REQUEST ESTIMATED COSTS AND TO DETERMINE IF WORK CAN BE COMPLETED WITHIN EXHIBIT TIME-FRAME. INFORMATION WAS RELAYED INTERPUBLIC, APRIL 5,

BUT WE HAVE NOT YET RECEIVED A REPLY.S DUSEX USED GLAHE
VERSION OF A-2 SYSTEM IN GRAZ IN 1974 AND FOUND NO PROBLEM
IN STABILITY. REQUEST ADAMS ADVISE HOW SERIOUS PROBLEM
IS, AND IF ENTIRE SYSTEM IS WEAK OR JUST CERTAIN ELEMENTS.
ADDING NEW SUPPORT ELEMENTS WILL STRETCH TIME REQUIRED
TO ASSEMBLE SYSTEM. COST OF CRATING MUST ALSO BE ADDED.
WHAT IS CONTINUED LIFE EXPECTANCY FOR SYSTEM? IF SYSTEM
TO BE PHASED OUT, DO WE WANT TO GO TO ADDED EXPENSE
FOR NEW COMPONENTS? IF ENTIRE A-2 SYSTEM SUFFERS FROM
INSTABILITY, SHOULDN'T SUPPORT ELEMENTS FOR THE ENTIRE
SYSTEM BE CONSTRUCTED RATHER IN PIECEMEAL FASHION?
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